

In the Claims

Please amend claims 1, 9, and 17 as follows:

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1. A method for effectively selling at least one of products and services comprising the steps of:
    - (a) determining an existing network framework;
    - (b) defining a plan for selling at least one of products and services to a target market, the plan including improvements to the existing network framework;
    - (c) displaying a pictorial representation of the existing network framework and a plurality of components of the existing network framework; and
    - (d) indicia coding the components of the existing network that relate to products or services that are likely to be purchased by the target market in order to sell at least one of products and services relating to the components of the existing network framework, wherein the at least one of products and services are necessary to implement the improvements.

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9. A computer program embodied on a computer readable medium for effectively selling at least one of products and services comprising:
    - (a) a code segment that determines an existing network framework;
    - (b) a code segment that defines a plan for selling at least one of products and services to a target market, the plan including improvements to the existing network framework;
    - (c) a code segment that displays a pictorial representation of the existing network framework and a plurality of components of the existing network framework; and
    - (d) a code segment that indicia codes the components of the existing network framework that relate to products or services that are likely to be purchased by the target market in order to sell at least one of products and services relating to the components of the existing network framework,

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wherein the at least one of products and services are necessary to implement the improvements.

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17. (Once Amended) A system for effectively selling at least one of products and services comprising:

- (a) logic for determining an existing network framework;
- (b) logic for defining a plan for selling at least one of products and services to a target market, the plan including improvements to the existing network framework;
- (c) logic for displaying a pictorial representation of the existing network framework and a plurality of components of the existing network framework; and

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- (d) logic for indicia coding the components of the existing network framework that relate to products or services that are likely to be purchased by the target market in order to sell at least one of products and services relating to the components of the existing network framework, wherein the at least one of products and services are necessary to implement the improvements.
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